

Message Text

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 PER-03 RSC-01 /037 W

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R 220406Z JAN 75

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 3563

UNCLAS HONG KONG 0792

E.O. 11652: N/A

TAGS: BEXP, HK

SUBJECT: COUNTRY COMMERCIAL PROGRAM: REGIONAL TRADE OPPORTUNITIES

REF: STATE 278776; HONG KONG 0250

SUMMARY: IN RESPONSE TO REQUEST IN YOUR REFTEL WE HAVE DESCRIBED HOW OUR REGIONAL TRADE OPPORTUNITY PROGRAM FUNCTIONS AND WHY AND HOW WE HAVE INCREASED MAILING OF COPIES OF OPPORTUNITIES TO AMERICAN FIRMS FROM 1722 PER YEAR TO 9653 PER YEAR. COOPERATION FROM REGIONAL FOREIGN SERVICE POSTS HAS BEEN EXCELLENT AND WE ARE MOST APPRECIATIVE.

GENERAL INFORMATION ON REGIONAL TRADE OPPORTUNITIES IN HONG KONG COMMERCIAL SECTION REGULARLY RECEIVES "INVITATIONS TO BID" FROM GOVERNMENT AND PRIVATE SOURCES IN AFGHANISTAN, BANGLADESH, BURMA, INDONESIA, SOUTH KOREA, MALAYSIA, NEPAL, PAKISTAN, PHILIPPINES, SINGAPORE, TAIWAN, THAILAND AND SOUTH VIETNAM. ALL FOREIGN SERVICE POSTS IN THESE COUNTRIES AND THE ASIAN DEVELOPMENT BANK HAVE COOPERATED

BY FORWARDING OPPORTUNITIES TO US. TENDERS COVER WIDE RANGE OF PRODUCTS AND SERVICES, MOSTLY OF INDUSTRIAL NATURE. POPULAR SUBJECTS ARE BUILDING MATERIALS, CONSULTANT ENGINEERING, CONSTRUCTION, METAL WORK (STEEL/ALUMINUM), HOME APPLIANCES, FLOOR COVERINGS, ELECTRICAL EQUIPMENT, CHEMICALS AND HOSPITAL EQUIPMENT.

IN 1974, 38 NEW REGIONAL OFFICES WERE ESTABLISHED HERE, BRINGING TOTAL TO 316, COMPARED WITH 278 IN 1973. OUR REGIONAL TRADE OPPORTUNITY PROGRAMME HAS GENERATED TREMENDOUS INTEREST AND, CONSEQUENTLY, WE HAVE INCREASED OUR ACTIVITY AND SERVICES

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MANY-FOLD. IN 1972 WE SENT OUT A TOTAL OF 1,722 COPIES OF

REGIONAL TRADE OPPORTUNITIES; IN 1973, 2,689 AND 1974, 9,653.

HANDLING OF TENDERS

WHEN TENDER IS RECEIVED, WE TRANSLATE CODES ON TELEGRAM FORM SO THAT WE CAN GIVE UNDERSTANDABLE DETAILS TO REGIONAL FIRMS WE ARE SERVING. DEADLINES, NAMES AND ADDRESSES, TYPE OF OPPORTUNITY, TYPE OF BUSINESS, ESTIMATED ANNUAL TRADE VOLUME, AND OTHER INFORMATION ARE SPELLED OUT, BEFORE MAILING. (ENCLOSURE I GIVES SEVERAL RECENT EXAMPLES OF T.O.S FOR YOUR REFERENCE.)

USUALLY WE SEND OUT TENDERS UNDER TWO CONDITIONS - FIRST: VALUE MUST BE OVER \$10,000 AND SECOND: WE MUST HAVE RECEIVED BIDS AT LEAST 60 DAYS BEFORE DEADLINE.

WHEN WE RECEIVED TRADE OPPORTUNITY FORMS WE CONSULT OUR LIST OF AMERICAN FIRMS IN HONG KONG AND OUR LIST OF PERSONAL CONTACTS TO DETERMINE WHO SHOULD RECEIVE INFORMATION.

U.S. REGIONAL OFFICES IN HONG KONG SEEM TO GREATLY APPRECIATE THE SERVICE. MANY HAVE CALLED OR WRITTEN TO THANK US (ENCLOSURE II) THERE ARE ALSO SEVERAL ORGANIZATIONS IN HONG KONG THAT HAVE AGREED TO ASSIST COMMERCIAL SECTION IN SENDING OUT TENDERS TO THEIR CLIENTS WHO MAY BE INTERESTED IN SUBMITTING BIDS. THESE ARE:
1) AMERICAN CHAMBER OF COMMERCEV 2) MARYLAND PORT ADMINISTRATION (PORT OF BALTIMORE); 3) BANK OF AMERICA; 4) THE FIRST NATIONAL CITY BANK; 5) AMERICAN PRESIDENT LINES; 6) STATE LINES; 7) STATE OF ILL.

SOMETIMES WE ALSO RECEIVE CALLS FROM U.S. FIRMS REQUESTING MORE SPECIFIC INFORMATION ON TRADE OPPORTUNITY THEY HAVE RECEIVED. THEN WE WILL CHECK OUR RECORDS TO SEE IF SPECIFICATIONS HAVE BEEN RECEIVED. IF AFFIRMATIVE, COPY IS SENT TO COMPANY WITH REQUEST THAT IT BE RETURNED AS SOON AS POSSIBLE. IF NEGATIVE, WE CABLE COUNTRY OF ORIGIN REQUESTING SPECIFICATIONS, WE PURCHASE SPECIFICATIONS IF NECESSARY. (ENCLOSURE IIIA AND IIIB)
FINALLY, WE FILE OUR TRADE OPPORTUNITIES BY COUNTRIES OF ORIGIN AND CROSS REFERENCE WITH PRODUCTS AND PROJECTS FILES SO AS TO GIVE MAXIMUM ASSISTANCE TO INQUIRIES AND VISITORS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975HONGK00792
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750023-0937
From: HONG KONG
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750131/aaaabazp.tel
Line Count: 98
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 278776, 75 HONG KONG 0250
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 07 APR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <07 APR 2003 by RuthemTJ>; APPROVED <25 NOV 2003 by MorefiRH>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM: REGIONAL TRADE OPPORTUNITIES
TAGS: BEXP, HK
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006